



OUTDOOR

UTAH

ADVENTURE GUIDE



2010 Media Guide

EXPERIENCE THE ADVENTURE THAT IS UTAH!

A Public/Private Partnership

Distribution/Circulation:

Press run: 285,000 copies. Outdoor Utah and the Utah Office of Tourism (UOT) have created a unique partnership as outlined in a Memorandum of Understanding for distribution of the Adventure Guide. This agreement includes a thoroughly researched and targeted approach to get the Guide in the hands of an out-of-state reader who is highly likely to book a family, group or solo adventure vacation in Utah. How? Our proprietary mailing list is regularly updated and zip code sorted to have the Guide sent to readers in geographic areas

throughout the Western United States where the Utah Office of Tourism is promoting adventure travel with their warm-weather advertising. Your ad in the Adventure Guide will be enhanced by UOT's powerful and highly effective advertising campaign.

The balance of 85,000 copies of the Guide are distributed in 250 AAA Western States/Information Offices (25,000 copies), contract rack distribution in key markets – Southern California, Denver, Phoenix and Las Vegas (8,000 copies). In-state distribution of 52,000 is at Utah Welcome Centers, chambers of commerce

and CVB info centers, resorts, retail shops, events, shows, federal and state land management offices and Outdoor Utah racks in high volume locations (REI, Sports Authority, etc.). Outdoor Utah's "Road Show" attends events, festivals and competitions where the Guide is distributed directly to consumers.

"It is the most important and effective publication we utilize—and the only one we've stayed with. We also distribute Outdoor Utah to our visitors because it's a valuable resource for travelers, especially those interested in outdoor play and adventure."

—Susan Hand, Willow Canyon Outdoor Co., Kanab



Audience/Readers:

The Guide is an annual, year-round reference source for visitors in western states to plan and book warm weather adventure travel and vacations to Utah. Content includes articles, features and photography of interest to families, couples, individuals and groups looking for new and different outdoor adventures and experiences,

either professionally guided or self-sufficient.

Demographics:

Readers are highly active and motivated, affluent couples, families and singles planning adventure vacations in Utah. The Guide does not neglect younger adventurers either. Many stories and features aim to expose kids to the great Utah outdoors.

Our readers are 58% male, 42% female with an average household income of \$87,500.

Up to 29 years, 22%

30 to 39 years, 31%

40 to 49 years, 25%

50+ years, 22%

Primary readers: 285,000

Total Readership: 769,500

Total readership/

Annual copy: 2.7

Active Adult Participation:

Hiking	95%
Mountain Biking	68%
Road Biking	60%
Paddle Sports	41%
River Running	40%
Backpacking	56%
Camping	77%
Mountaineering/ Canyoneering	34%
Rock Climbing	38%
Trail Running	50%
Skiing	48%
Snowboarding	39%
Flyfishing	35%
Wildlife Viewing/ Birding	39%



"The Cedar City-Brian Head Tourism Bureau has advertised with the Outdoor Utah publication for the past 12 years. The publication is very effective in providing readers with new and relevant information regarding the great outdoors here in Utah."

—Maria Twitchell, Executive Director, Cedar City-Brian Head Tourism & Convention Bureau

Editorial:

Outdoor Utah commissions professional writers and journalists that specialize in outdoor recreation and adventure travel. Many are seasoned, experienced athletes that write and photograph their own first-hand adventures. Several Utah guides and outfitters, experts in their fields, have submitted stories on their specialties – hiking, mountain biking, climbing, river running, mountaineering, kayaking, cycling, flyfishing, canyoneering, backpacking.



We recognize that visitors to the state also are interested in seeing and participating in diverse attractions other than active outdoor adventures. The Guide runs stories on many of these – geology, archaeology, paleontology, environmentalism, ornithology, volunteerism, wildlife and Utah's art, culture, history and heritage.

Major stories in the 2010 Guide will include: "A Family Adventure" – rafting the Green River and fishing at Flaming Gorge National Recreation

Area, "Weekend Volunteering at Best Friends Animal Sanctuary" near Kanab, "Adventuring in Canyonlands National Park" with some of Utah's best guide services, "Exploring the Wild West" with a visit to Tavaputs Ranch and Range Creek in the Book Cliffs, a western themed adventure on Antelope Island and Canyoneering in Robbers Roost and the San Rafael Swell. Several others are planned.

"The Gear Shoppe" is an editorial review of outdoor products, clothing and equipment. Twice yearly thousands of manufacturers converge on Salt Lake City to display their products at the Outdoor Retailer Markets, providing Outdoor Utah the opportunity

to test products first-hand. In addition, Utah is the home to many companies making and distributing outdoor products and gear – highly suitable for the many adventures the Guide covers. Articles often include an "Editor's Choice" sidebar – our recommendation of gear, clothing, footwear and supplies.

"Experience, knowledge and dedication in our opinion are some of the key components to operating at a higher level, which is why we believe Outdoor Utah Adventure Guide is critically important to the future growth of Utah's recreation/tourism industry."

—Rick Green, Excursions of Escalante

Special Advertising Sections:

Guides & Outfitters Section has descriptive listings of the many professionals in Utah providing guide services for mountain biking, river running, hiking, pack trips, flyfishing, canyoneering, climbing and other activities.

Bike Directory has info on shops, rentals, repairs, tours and mountain bike parks.

Travel Directory presents lodging, resorts and travel options for visitors within five geographical regions.

Dining Guide gives vacationers the necessary information on type of cuisine, hours, liquor/wine/beer availability, price range and location.

OutdoorUtah Online:

Outdoor Utah maintains four websites promoting and developing outdoor warm-weather recreation in the state. Articles, stories, photography and special features are updated regularly. Outdoor Utah has commissioned both a leading SEO company and an award winning design firm to maximize the effectiveness of our websites.

OutdoorUtah.com is our main site to assist adventure travelers in planning Utah vacations with info on lodging, itineraries, packages, guide services and destinations.

BicycleUtah.com, a specialty site, reports on cycling vacations, trail guides and maps, events, festivals, races and guided tours.

WhitewaterUtah.com has info

on river trips, guide services, retail and rentals and support services.

BackcountryUtah.com offers content on hiking, backpacking, climbing, flyfishing, canyoneering, photography, wilderness adventures, earth sciences and wildlife viewing and birding.

OutdoorUtah.com and our other three websites offer advertisers many attractive online options including listings, banner ads, premium positions and web advertorial. Our email advertising program is a particularly effective and timely advertising medium for events, tour operators and special packages. Dealz! is a special online feature for special offerings, packages, extended stay vacations, etc. All advertising and features on our websites have links to the advertisers' sites.





"...the Guide consistently does a great job of covering all the areas of the state. It remains one of the most popular pieces of tourism information that we provide to our guests – a testament in itself that the Guide provides much of the information a Utah visitor is seeking."
–Mark Wilson, President, Red Canyon Lodge, Dutch John

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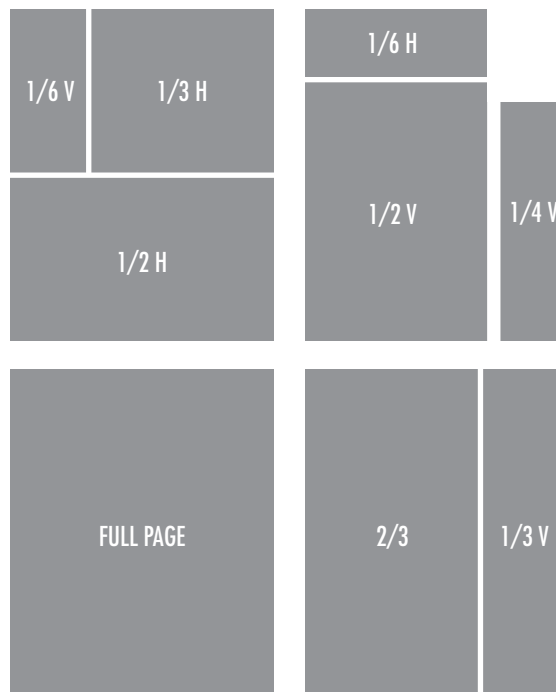
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Ad Sizes/Dimensions:

Full page: 8"x10.5" (live)
 8.25"x10.75" (bleed)
 2/3 page: 4.625"x9.687"
 1/2 page(V): 4.625"x7.25"
 1/2 page(H): 7.5"x4.625"
 1/3 page(H): 4.625"x4.625"
 1/3 page(V): 2.312"x9.5"
 1/4 page(V): 2.312"x7.312"
 1/6 page(V): 2.312"x4.625"
 1/6 page(H): 4.625"x2.312"



Mechanical Specifications:

- Submit digital files in Adobe PDF.
- Allow 1/8" for bleed.
- Convert all images to CMYK and minimum 300dpi.
- Match print preferred, color keys accepted.
- Macintosh or compatible files only.

Rates and Payment Terms:

A rate sheet with terms of payment for the 2010 Adventure Guide, special advertising sections and Outdoor Utah Online is available upon request.